

Co-operative Federation of Victoria Ltd  
Board Meeting  
23 May 2007

## Agenda

1. **Apologies**
2. **Minutes** of the previous meeting of 15 March 2007.
3. **State Co-operative Federations Meeting** on 19 May 2007 in Sydney, NSW – Report by Graeme Charles and David Griffiths – including Co-operative Legislation, Education Initiatives, International Accounting Standards, retail co-operative workshop and membership of the International Co-operative Alliance.
4. **Director Recruitment** – report by Graeme Charles and David Griffiths on their approaches to member co-operatives seeking potential candidates as future directors of CFV.
5. **australia.coop** – progress report by David Griffiths on australia.coop. The board is asked to consider whether or not to agree to incorporating Google Ads within the australia.coop web site. Google AdSense is a program enabling online businesses to earn revenue from serving ads precisely targeted to specific web content and search pages. With service levels ranging from online sign-up to dedicated support management, a broad range of sites profit from AdSense. Thousands of Google advertisers also benefit from AdSense by gaining exposure on sites across the Google Network, which includes many of the Top 100 Media sites such as AOL, About.com, Amazon, Ask.com, and Lycos. For more information, visit [www.google.com/adsense](http://www.google.com/adsense). This could be a source of minor income but significant in terms of the operational cost of australia.coop. Google Ads works differently from normal advertising. The ads appear on thousands of sites and you are paid for every click that takes a visitor to the advertisers site. Google AdSense generates advertisements related to the content of your web page. We can't vet individual ads. The ads work like the icanews feed – we can't vet the stories that go into the newsfeed. We can vet, however, the URL(the web site addresses) source of ads before and subsequently. The question is if they are a real source of income, albeit limited, what are the alternative income generation possibilities?
6. **Co-operative Education** – report by Graeme Charle on co-operative education including feedback from directors on the Co-operative College brochure. Extract from the minutes of 15 March 2007: The brochure was discussed and whether it was sufficiently dynamic and persuasive to persuade co-operatives and co-operatives to participate in a Co-operative Identity workshop and three options were discussed: Redesigning the cover; Redesigning the cover and rewriting the content; Producing a separate and shorter complementary brochure. Directors were asked to provide comments on the options to the Secretary by 22 March

2007. No director provided comments by 22 March 2007 or subsequently by 11 May 2007.

- 7. **Co-operative Health** – report by Dianne Batterham and Graeme Charles on co-operative health project.
- 8. **Meeting with Minister for Agriculture** – Tony O’Shea to report on meeting with Minister for Agriculture 16 March 2007.
- 9. **Housing Co-operatives Proposal**
- 10. **State Services Authority review of Not For Profit Regulation.**
- 11. **Finance** – report by Graeme Charles
- 12. **Executive Officer** Extracted from the minutes of 15 March 2007: It was agreed that further consideration needed to be given to developing and promoting the health co-operative model.
- 13. **Audit**
- 14. **Other matters**
- 15. **Next meeting:** 19 July 2007

## **Co-operative Federation of Victoria Ltd**

### **2007 Schedule of Board and AGM meetings**

#### **Board**

Start time: 10:30am

Venue: Substitution Pty Ltd, 1/484 William Street, North Melbourne

15 March 2007

17 May 2007

19 July 2007

20 September 2007

15 November 2007

#### **AGM**

15 November 2007

Start time: 12:00 Midday

Venue: Urban Camp Melbourne Co-operative, Brens Drive, Parkville